

Destination Newport Committee
July 16, 2015
2:10 P.M.
Newport, Oregon

CALL TO ORDER

The July 16, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:10 P.M. In attendance were John Clark, Judy Kuhl, Carrie Lewis, Steve Beck, David Heater, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Jamie Rand, News-Times, Joe Van Ras, KFIR, Jennifer, OCCC, Bill Hall, Lincoln County Commissioner, Jennifer Versteeg, Lincoln County Prevention Specialist, Elise Jordan, PAADA.

INTRODUCTIONS

Everyone went around the table and introduced them themselves

ADDITIONS/DELECTIONS TO AGENDA

None

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the June 18, 2015, meeting;
- B. Review of Accounts for June 2015; was tabled until the next meeting to get the year end completed.

MOTION was made by Clark, seconded by Beck, to approve the consent calendar, as presented. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS & DISCUSSION AND ACTION

KFIR presented their proposal for the 2015-16 fiscal year. KFIR proposed no increase in rate and that we continue with the current campaign which includes 2 spots played per day, 364 days a year. We rotate six different commercials the KFIR develops.

Oyster Cloyster Grant was discussed and present to the committee. Lewis recused herself from discussion and vote.

MOTION was made by Clark, seconded by Beck, recommend the Oyster Cloyster Tourism Marketing Grant be approved by City Council for \$5,000. The motion carried unanimously in a voice vote, Lewis recused.

Presentation by members of the Lincoln County Marijuana Council (Jordan, Hall and Versteeg) on the ins and outs of the new laws regarding recreational marijuana and how it effects the hospitality industry. Some highlights are that marijuana cannot be transported across state lines, housekeeping should return to the office anything left in rooms. Council was looking for feedback on the best ways to get information out to the hospitality industry in Newport. The Council is available for presentation to hospitality industry staff. They can provide presentations in Spanish. There was a brief discussion regarding the issues in regards to the hospitality industry.

Committee reviewed the new information that was requested from the Buccaneer Rampage event for approval of their Tourism Marketing grant application.

MOTION was made by Lewis, seconded by Kuhl, recommend the Buccaneer Rampage Tourism Marketing Grant be approved by City Council for \$1,000. The motion carried unanimously in a voice vote.

Reviewed 2015-16 summary of accounts.

Outdoor proposal is on hold until fall, the Sept 17, 2015 meeting.

OPB proposal was reviewed, a presentation will be requested by Davis.

Oregon Coast e-Newsletter was discussed.

MOTION was made by Lewis, seconded by Beck, to approve One banner ad in Dec. for Seafood and Wine Festival, and 2 test ad in Oct. and April subject to be determined for \$680 total. The motion carried unanimously in a voice vote, Davis recused.

Oregon Coast Today proposal was discussed.

MOTION was made by Lewis, seconded by Clark, to approve a Full color ad for Sept 25 - Oct 30 for a total of \$1,680 with an 800 phone number to track activity of ad. The motion carried unanimously in a voice vote.

MOTION was made Kuhl, seconded by Clark, to continue with KFIR radio ads for \$3,600 for the year. The motion carried unanimously in a voice vote
Oregon Coast Today proposal is tabled until July 16 meeting.

CV & A Film's proposal was reviewed and passed on by the committee.

OTHER

Rand shared the completed videos by Uncage the Soul. Committee was very pleased with the final videos produced.

Rand shared his proposed campaign for the fiscal year 2015-16 including his new outdoor media ads.

MOTION was made by Lewis, seconded by Clark, to approve the new campaign for the fiscal year 2015 -16. The motion carried unanimously in a voice vote.

Next meeting will be August 20, 2015.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:30 P.M.